

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION  
AND CESSATION EXECUTIVE BOARD MEETING**

**March 20, 2008**

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00 p.m., at the ISTA Center, 150 West Market Street, 2<sup>nd</sup> Floor Conference Center, Indianapolis, Indiana.

**I. Welcome**

**II. Approval of January 17, 2008 Executive Board Meeting Minutes**

Motion to approve the Executive Board Meeting minutes was made by Dr. Robert Keen, 2<sup>nd</sup> by Dr. Steven Jay and passed.

**III. Financial Report**

Ms. Bates provided the February 29, 2008, financial report. A motion to approve the financial report was made by Dr. Robert Keen, 2<sup>nd</sup> by Dr. Stephen Jay and passed.

Ms. Bates addressed that Ethics Training is required for all Indiana State employees and special appointees are required, and directed the Board Members to the training information in their individual packets.

**IV. Action**

- **“No acceptance of money from the tobacco industry” for grants and contracts**

Ms. Sneegas presented this question on behalf of the ITPC Staff for a revisit and direction to this policy:

- IBE no longer accepts money from the tobacco industry.
- Concerns regarding what departmental level colleges and universities will sign off on a policy stating the colleges/universities will not take money from tobacco industry.

Motion was granted to form a committee to address the issue and report back to the Board.

- **Approval of Local Grants**

Ms. Gaillard presented requested funding adjustments for Rush and Washington Counties. Motion to approve was made by Dr. Alan Snell, 2<sup>nd</sup> by Dr. Stephen Jay and passed.

## V. Strategic Planning

- Blue Ribbon Panel

Ms. Sneegas presented information on this panel regarding the CDC New Best Practices information for the new funding recommendations from CDC. ITPC has submitted a formal request for Terry F. Pechacek, Associate Director for Science, CDC Office on Smoking and Health to provide a presentation for the board and invited members.

## VI. Cessation Update

- Karla Sneegas presented Quitline data from July 2007 through February 2008—Performance Dashboard handout. Over 1,600 calls in January, the highest month followed by February, excluding summer 2007 during the Quit 2 Win contest.
- Quitline RFP
  - Five proposals were received and the review team selected Free & Clear as the new vendor for the Indiana Tobacco Quitline.
- RFP Progress for Statewide Grants
  - A call for statewide grants was issued in the spring. Based on input from the Executive Board in the previous meeting, the RFP was rewritten to include proposals that focused on cessation systems change and Voice outreach for youth prevention. The review team will meet in May to review applications and recommend grant awards.
- Supplemental Grants
  - Supplemental grants contract amendments are in place. There are 21 supplemental grants with current ITPC community and/or minority partners.
- National Alliance for Tobacco Cessation
  - We have submitted a letter of intent to become a member giving us an opportunity to be in on the ground floor.
  - We will benefit in that we will be on the governing board and have the opportunity to receive 40% of our money back.
  - Campaign will launch March 31, 2008
- Quit 2 Win – 2
  - ITPC plans to collaborate with INShape Indiana to conduct another Quit 2 Win contest over the summer.

## VII. VOICE Summit

Bruce Bryant, Promotus Advertising presented a recap of the recent Project VOICE Summit. A total of 100 students attended representing 37 counties.

### **VIII. ISDH/ITPC Collaboration Updates**

- Youth Summit
  - ITPC had 3 break out sessions
  - ISDH will have feedback from students soon
- Indianapolis Women's Magazine, April 2008 Edition Insert – "Power of Addiction"
- Influence events for 2007 and 2008

### **IX Summer Calendar**

- Indy Jazz Fest, June 15-15, 2008, Smokefree event
- IBE White Lies Concert
- IBE Health Fair partnering with ISDH, July 14-20, 2008
- Indiana State Fair, "Year of the Tree" Voice Concert headlining Corbin Bleu
- White River Lawn Summer Concerts

### **X. ITPC Program and Staff Update**

- **School Districts**
  - Phyllis Lewis, Executive Board Member, attended the National School Board Association Working Group on 100% Tobacco Free Campuses on behalf of ITPC and presented a brief summary and handout. We are in the planning to have a workshop for schools currently not tobacco free.
  - Ms. Sneegas presented an update on Smokefree colleges.
- **Current Ordinances**
  - Lafayette and Elkhart recently passed laws. Elkhart. Elkhart's law is 100% comprehensive and includes bars. Lafayette made exemptions at the last minute and did not include bars.
  - Another 10-12 communities are planning or other stages of a smoke free air campaign
  - RWJ provided a grant to the Indiana Rural Health Association for expanding healthcare access and smokefree air laws in rural areas.
  - Air Monitoring in Fort Wayne and West Lafayette has shown a 94% decline in air pollution following smokefree air laws that include restaurants and bars
  - ITPC is celebrating community ordinances anniversaries with the continuation of the Working Smoke Free Works for Me Newspaper campaign
  - Once again, Indiana is the test market for tobacco products. The products under pilot are "snus" a smokeless, spitless product that is being marketed as "for the smoker who cannot smoke."
  - Legislative Session:
    - Fire-safe cigarettes legislation passed.
    - Alcohol and Tobacco Commission will have more power and leverage in enforcement such as revoking retail certificates for violations and require warning poster for pregnant women at retail outlets.
    - A statewide smokefree workplace law was introduced in the House and assigned to the Public Policy Committee. The bill was up for

hearing and only 1 person was allowed to testify. That person was cut off half way through their testimony.

- New Employee
  - Ms. Sneegas introduced Rachelle Back, Regional Director for the Northern Region.

## IX. Announcements

Kick Butts day is April 2, 2008

### Upcoming Meeting Dates for 2008:

June 19  
September 18  
November 20

Dr. Judith Monroe adjourned the meeting.

#### The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)  
Karla Sneegas, MPH, Executive Director  
Alan Snell, M.D.  
Stephen Jay, M.D.  
Robert Keen, Ph.D.  
Phyllis Lewis for Suellen Reed, Ed.D.  
Danielle Patterson  
Mohammad Torabi, Ph.D.  
Richard Feldman, M.D.  
Wendy Zent  
Emily Hancock for Jeff Wells for E. Mitchell Roob  
Natalie Robinson for Steve Carter  
Victoria Champion, PhD.  
J. Michael Meyer  
Nancy Turner

#### The following Advisory Board Members were present for all of part of the meeting:

Arden Christen, DDS

#### The following Executive and Advisory Board Members were not in attendance:

Diane Krull  
Patricia Hart  
Steve Simpson, M.D.  
James Jones  
Michael Meyer  
Pat Rios

#### Agency Staff in attendance:

Miranda Spitznagle, Director of Program Evaluation  
Anita Gaillard, Director of Community Programs  
Celesta Bates, Chief Financial Officer  
Craig Wesley, Regional Program Director  
Kristen Stokes, Contract Administrator  
Barb Cole, Administrative Assistant  
Katelin Ryan, Research Director  
Rachelle Back, Regional Director  
Becky Haywood, Administrative Assistant  
Cheryl Raney, Accountant  
Dan Morgan, Regional Program Director

#### Agency Staff not in attendance:

Jamie Broderick, Regional Program Director  
Karen O'Brien, Regional Program Director

#### Others in attendance:

Harry Davis, MZD  
Matt Keating, MZD  
Missy Lewis, IAFP  
Debi Hudson, Clarian  
Bruce Bryant, Promotus  
Melissa Summers  
Cindy Budyn  
Laura Romito  
Patricia Ells, ACS